

RIO SUZUKI

3 years of creative + 1.5 years in B2B sales experiences.
Proactive Master's student in Service Systems Design at Aalborg University, **skilled in identifying patterns and synthesizing complex insights into actionable strategies**. Fueled by a **playful and systemic mindset** and a strong commitment to creating **socially meaningful and impactful design** intervention.

 Copenhagen  +45 36 20 31 22  s.rio0328n@gmail.com  <https://suzukirio.com/>



Experience

Student Assistant Aquaporin, Copenhagen Nov 2024 - Present	Proactively initiated design activities and regularly collaborated with stakeholders across departments . Attended weekly meetings to identify emerging challenges , tailoring and self-initiating projects such as visualizing complex B2B sales journey map to support internal communication . Led videography projects from concept to final production to enhance user experience and storytelling.
B2B Sales & Operation Nordis Travel, Copenhagen Apr 2024 - July 2024	Manage tailored group tours, from creating the itinerary to assisting the entire tour remotely. Professionally resolve any issues while ensuring a seamless and holistic experience .
UX Designer Intern Love Fuel, Copenhagen Jan 2024 - Mar 2024	Introduced and led the implementation of Design Thinking and qualitative research methods , such as moderated user interviews. This fostered more iterative, agile workflows significantly accelerating the development cycle and improving overall team productivity.
Digital Designer Intern Techbbq, Copenhagen Aug 2023 - Oct 2023	Collaborated in a multicultural environment to create marketing materials for various media types, both digital and print , for a conference attended by over 7,500 participants in CPH.
Web Designer E-bird Digital Agency, Tokyo Mar 2021 - Jan 2024	Achieved the highest profit among six designers in last year. Developed strong visual identity for a diverse range of clients , occasionally implementing front-end code using HTML, CSS, jQuery, and basic JavaScript. Managed some projects as the primary point of contact for both internal teams and external client , ensuring high-quality deliverables under tight deadlines.
Digital Marketing Assistant Aloft Hotel, Tokyo Feb 2020 - May 2020	Leading the creation of marketing materials and collaborating cross-functionally with PR, marketing, and sales teams in a high-pressure, fast-paced setting. (Due to covid position was end)
B2B Sales Representative Keio Travel Agency, Tokyo Apr 2019 - Dec 2019	Led end-to-end B2B sales efforts from cold outreach and deal closing to operations and invoicing successfully building trust, upselling and cross-selling services , and securing future projects .
Desk Staff and Content Creator Student Assistant Okutama Tourist Office, Tokyo Jan 2018 - Jan 2019	Initiated and facilitated a cross-sector project between the university and the village tourism department, coordinating field trips and meetings to successfully deliver a walking trail signage redesign.

Education

M.Sc. Service System Design AAU, Copenhagen Sep 2024 - Jun 2026	Web Designer Vocational Course Felica, Tokyo Jul 2020 - Jan 2021	B.A. Hospitality & management Rikkyo University, Tokyo Mar 2014 - Apr 2019	Exchange Student Programme UNSW, Sydney Mar 2017 - Jan 2018
--	---	---	--

Skill

Soft Strategic Design Systemic Thinking User Research Future Thinking Co-Design Systems Mapping Prototyping	Web Development HTML / CSS jQuery Javascript Wordpress	Adobe Illustrator, Photoshop InDesign After Effects Premiere Pro	Works Website Sales / Marketing materials Infographics Illustration Posters Flyers Photo / video shooing Animation Promotion Video
---	---	--	--

Other

Language	Hobby
English Fluent	Sauna /Swimming
Danish Basic	Handcraft
Japanese Native	Fishing
	Karaoke